



TMD

Jennifer Caffee

to: Nikki Schmidt, cr_board_clerk Clerk Recorder

06/02/2015 10:00 AM

Jennifer Caffee
Legislative Assistant
5th District Supervisor Debbie Arnold
San Luis Obispo County
(805) 781-4339/FAX (805) 781-1350

----- Forwarded by Jennifer Caffee/BOS/COSLO on 06/02/2015 10:00 AM -----

From: "Internet Webmaster" <webmaster@co.slo.ca.us>
To: "district5@co.slo.ca.us" <district5@co.slo.ca.us>
Date: 06/01/2015 07:34 PM
Subject: Contact Us (response #54)

Contact Us (response #54)

Survey Information

Site:County of SLO
Page Title:Contact Us
URL:<http://www.slocounty.ca.gov/bos/District-5/Contact-Us.htm>
Submission Time/Date:6/1/2015 7:33:57 PM

Survey Response

Your Name:
Daniel and Janice Kleinsmith

Your Phone (e.g. (999) 999-9999):

Your Email:
avilabeachaparts@aol.com

Comments / Questions (8192 characters max):
Dear Ms. Arnold,

We are writing to you today to ask you to please consider our opinion regarding the matter that you will be voting on at the Board meeting on June 10, 2015 regarding the Proposed Formation of Countywide Tourism Marketing District (TMD) for Avila Beach. This is backed by the big hotels and benefits the big hotels as does the current tourism tax of 11%. On 2 occasions in the past, we have asked members of the Avila Tourism Alliance to include vacation rentals on their special promotions as this area has been completely ignored. It is interesting to note that the Avila Beach Tourism Alliance consists of representatives of the 3 large hotels in Avila Beach and those are the exact interests they represent.

Vacation rentals and B & B's are unique forms of lodging. We have a loyal following of guests who return year after year. We rely on word of mouth and NOT outside advertising to bring people in to fill up our vacation rentals. To date, there has been no demonstrated "Special Benefit" for our lodging types as required by the California Property and Business Improvement Law of 1994 (Streets and Highways Code 36600 et seq.) We respectfully ask that you vote to

Agenda Item No: 4 • Meeting Date: June 4, 2015
Presented By: Daniel and Janice Kleinsmith
Rec'd prior to the meeting & posted on: June 3, 2015

EXCLUDE vacation rentals and B & B's from inclusion in the mandatory membership of the Proposed Formation of the new TMD which includes the addition of a 1% tax that only benefits the large hotels. Since they want the additional assessment, let them (large hotels) pay it.

Thank you for your time. It is appreciated.

Daniel and Janice Kleinsmith,
Avila Beach Apartments & Vacation Rentals



Fw: Contact Us (response #2846)

Nikki Schmidt to: Annette Ramirez, cr_board_clerk Clerk
Recorder

06/02/2015 07:14 AM

Here is another one (you weren't copied on it). This one will have to be posted as additional correspondence along with the other one.

Thanks.

Nikki

Nikki J. Schmidt
Administrative Office
County of San Luis Obispo
1055 Monterey Street, D430
San Luis Obispo CA 93408
781-5496; Fax 781-5023

Administrative Office Mission Statement: Advise, interpret, and implement the goals and policies of the Board of Supervisors through effective leadership management of County services to achieve the County's vision of a safe, healthy, livable, prosperous and well-governed community.

----- Forwarded by Nikki Schmidt/Admin/COSLO on 06/02/2015 07:13 AM -----

From: Board of Supervisors/BOS/COSLO
To: BOS_Legislative Assistants Only, Nikki Schmidt/Admin/COSLO@Wings
Date: 06/01/2015 04:43 PM
Subject: Fw: Contact Us (response #2846)
Sent by: Erin Mueller

----- Forwarded by Erin Mueller/BOS/COSLO on 06/01/2015 04:43 PM -----

From: "Internet Webmaster" <webmaster@co.slo.ca.us>
To: "BoardOfSups@co.slo.ca.us" <BoardOfSups@co.slo.ca.us>
Date: 06/01/2015 11:00 AM
Subject: Contact Us (response #2846)

Contact Us (response #2846)

Survey Information

Site: County of SLO
Page Title: Contact Us
URL: <http://www.slocounty.ca.gov/bos/BOSContactUs.htm>
Submission Time/Date: 6/1/2015 10:59:55 AM

Survey Response

Name:
Leslie Menges

Telephone Number:

Agenda Item No: 4 • Meeting Date: June 4, 2015
Presented By: Leslie Menges
Rec'd prior to the meeting & posted on: June 3, 2015

Email address:
lmmenges@charter.net

Comments or questions (8,192 characters max):
As a vacation rental owner I think we do an excellent job of promoting SLO County and opposed the to 1% assessment the TMD is proposing. I do not want to pay any more assessments!



Fw: TMD Formation

Debbie Arnold to: Nikki Schmidt, cr_board_clerk Clerk Recorder
Sent by: **Jennifer Caffee**

06/01/2015 03:08 PM

Debbie Arnold

Supervisor, 5th District
San Luis Obispo County
(805) 781-4339

----- Forwarded by Jennifer Caffee/BOS/COSLO on 06/01/2015 03:08 PM -----

From: Board of Supervisors/BOS/COSLO
To: BOS_Legislative Assistants
Date: 05/21/2015 10:43 AM
Subject: Fw: TMD Formation
Sent by: Cytasha Campa

----- Forwarded by Cytasha Campa/BOS/COSLO on 05/21/2015 10:43 AM -----

From: Jocelyn Brennan/BOS/COSLO
To: Board of Supervisors/BOS/COSLO@Wings,
Date: 05/20/2015 04:18 PM
Subject: Fw: TMD Formation

Sincerely,
Jocelyn Brennan
Legislative Assistant to Supervisor Lynn Compton
San Luis Obispo County, District 4
805 781-4337

----- Forwarded by Jocelyn Brennan/BOS/COSLO on 05/20/2015 04:17 PM -----

From: Robert Wisberg <wcincslo@gmail.com>
To: lcompton@co.slo.ca.us
Cc: jbreannan@co.slo.ca.us
Date: 05/20/2015 12:22 PM
Subject: TMD Formation

Please see attached letter of opposition to our inclusion in the TMD scheduled for your June 10th meeting.

Thank you,



Robert & Susan WisbergTMD Protest SLO County.pdf

May 20, 2015

Robert and Susan Wisberg

Arroyo Grande, CA 93420

Re: Proposed Formation of County Wide TMD

Dear Board of Supervisors,

We are opposed to the inclusion of vacation rentals, such as the one unit we have in Cayucos, being grouped with other large hotel/motel type businesses. The following are reasons why we strongly disagree with our inclusion:

- We as “vacation rental” have restrictions relating to signage. We cannot advertise on site, unlike a motel/hotels have ample opportunities for signage.
- We are limited to four guests per month. The opportunity to have guests every day is usually unattainable.
- We are not open for business 24/7/365. We often utilize our residence for our own use or use by family members. This results in advertising that we have essentially been paying for to be of no value for those periods where the residence is not available for rent.
- We do not have the advantage that other hotels/motels have due to scale of their operations. We are more affected negatively by the additional fee to be imposed. The “spreading of the cost” is not something we can do for the aforementioned reasons.
- Our customers in our experience are more “bottom line cost” sensitive. We've have a number of interested guests that make the decision not to visit based on the added cost of the current 11% and feel the added fee will further exacerbate this problem.
- We paid a “school fee” when building our unit. This fee was substantial and directly related to our use as a residence.
- We have guests stay for periods longer than most might stay in a motel/hotel. The guests utilize websites designed for vacation rental oriented people who do their homework. They are looking for a “residence” type stay that offer amenities not usually available in a motel/hotel environment.
- We pay to be on some of the websites that are utilized by people interested in the vacation rental type of visit. Often the reasons they are staying are beyond the normal tourist motivation. In some cases the guests pay a fee to the website which allows them to book time at our house.
- We already have a disproportionate amount of accounting to do compare to a hotel/motel . We do the same thing as they do, but we have to do it for just one unit.

It is for these reasons that we oppose the inclusion of our type of vacation rental in a TMD. We can't see any advantage or benefit to our small operation. We do not need the added burden and expense that will come from of already small return on investment. An investment per unit many times that of the typical hotel room. We offer something valuable to the area that is not replicated by hotels/motels, and they offer something we cannot duplicate. The TMD will offer no special benefit to our single unit. The small and relatively insignificance of our single unit will allow us virtually no voice in the operation of the TMD. The vote of the big revenue generator has over powered our votes. I am sure

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Presented By: Robert and Susan Wisberg
Rec'd prior to the meeting & posted on: June 3, 2015

they will gladly take our money and I am sure the people representing the TMD will not allow the big guys to be disappointed. Please exclude us from the TMD just as you have allowed the process to exclude our vote by the lack of revenue generation. You could conclude that since our revenue generations is not sufficient to be a determining factor so should that same logical allow us to “Opt Out”. Make it “optional” for the small operations such as ourselves. We have more “not in common” rather than “in common” with the big hotel/motel businesses. We do not need or want another mandated fee based bureaucracy to burden us further.

Respectfully submitted,

Robert & Susan Wisberg



Fw: Protest of inclusion of Vacation Rental Properties into TMD

Debbie Arnold to: Nikki Schmidt, cr_board_clerk Clerk Recorder

06/01/2015 02:48 PM

Sent by: **Jennifer Caffee**

Debbie Arnold

Supervisor, 5th District
San Luis Obispo County
(805) 781-4339

----- Forwarded by Jennifer Caffee/BOS/COSLO on 06/01/2015 02:48 PM -----

From: Richard Hill <richardandsharonhill@gmail.com>
To: fmecham@co.slo.ca.us, bgibson@co.slo.ca.us, ahill@co.slo.ca.us, lcompton@co.slo.ca.us, darnold@co.slo.ca.us
Date: 05/19/2015 10:06 AM
Subject: Protest of inclusion of Vacation Rental Properties into TMD

Dear Board of Supervisors,
Please accept this as formal protest against the inclusion of vacation rental properties into the proposed Tourism Marketing District.
There is no apparent "Special Benefit" as required by law.
I would also request an independent study be completed to determine what, if any, "special benefit" would be provided by inclusion into the TMD.
Thank you for your consideration.
Richard Hill



Fw: Contact Us (response #2845)

Board of Supervisors to: BOS_Legislative Assistants Only

06/01/2015 08:53 AM

Sent by: **Erin Mueller**

Cc: Nikki Schmidt, cr_board_clerk Clerk Recorder

----- Forwarded by Erin Mueller/BOS/COSLO on 06/01/2015 08:53 AM -----

From: "Internet Webmaster" <webmaster@co.slo.ca.us>
To: "BoardOfSups@co.slo.ca.us" <BoardOfSups@co.slo.ca.us>
Date: 05/30/2015 04:26 PM
Subject: Contact Us (response #2845)

Contact Us (response #2845)

Survey Information

Site:County of SLO
Page Title:Contact Us
URL:<http://www.slocounty.ca.gov/bos/BOSContactUs.htm>
Submission Time/Date:5/30/2015 4:25:55 PM

Survey Response

Name:
Rosalind Hansen

Telephone Number:

Email address:
rozmh@comcast.net

Comments or questions (8,192 characters max):

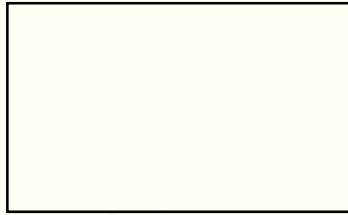
Our company owns vacation rentals in Avila Beach. We are very satisfied with the way the area is presently promoted through our transient occupancy tax and the SLO county tourism business improvement district. We do not see a need for a duplication of service which the new proposed SLO County Tourism Marketing District would provide. We feel that we are already paying our fair share of promoting SLO County to the general public and strongly oppose any additional assessments for a new board to do what is already being done.

RECEIVED

JUN - 1 2015

Board of Supervisors
San Luis Obispo County

Timothy Patricia Murphy



EACH SUPERVISOR
RECEIVED COPY

Supervisor Arnold
Room D-430
County Government Center
San Luis Obispo, CA 93408

Re: Tourism Marketing District

Dear Supervisor Arnold:

As the owner of a small home at 6094 Charing Lane in Cambria that we utilize as a vacation rental, I am seeking your assistance to delete vacation rental properties and bed and breakfast properties from the proposed Tourism Marketing District assessment.

Quite frankly, the drought has particularly impacted Cambria, a community with no outside water source. As a result, there are Draconian penalties in place if we exceed our very minimal water allotment. This alone has caused my wife and I and other vacation rental owners, to purposely remove our houses from the market for a significant number of days each year in order to remain in compliance with the water rationing rules. As a result, we have lost money on our property for the last two years and nothing appears to be changing in 2015.

If the avowed purpose of the proposed Tourism Marketing District is to promote more tourism, that provides no benefit to us whatsoever! Prior to the drought, we were able to rent our property a sufficient number of nights to leave it available for our own periodic use. We don't need further promotion by the government. It is just an additional tax masquerading as a benefit.

San Luis Obispo County is awash in new tourists and tourism dollars as people are flocking here in record numbers as the result of the burgeoning wine industry. So really, a Tourism Marketing District assessment? It is hard to imagine that it is necessary for any entity, large or small, but it is absolutely of no benefit and in fact is an additional burden to Vacation Rental owners or Bed and Breakfast owners..

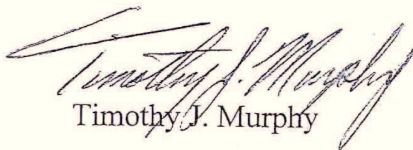
It is sad to see a special interest group (Visit SLO) representing one segment, put forth a proposal that they obviously feel will benefit their interests, and then learn that if adopted, the funds raised by taxing the rest of us, who reap no benefit, will then be given to those same proponents to

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Presented By: Timothy Murphy
Rec'd prior to the meeting & posted on: June 04, 2015

administer. Do you not see the inherent inequity and unfairness of this? We have no representation in VisitSLO nor do we have any rights, yet you will assess us and give the funds to them in spite of the fact that they do not represent us? Just a thought, let me keep my share of the assessment, and I'll use it to promote my own property. This proposal and assessment are just wrong!

Please, advocate against the adoption of the Tourism Marketing District in its entirety, and at the very least, for the removal of vacation rentals and bed and breakfast properties from inclusion in that assessment at your meeting on June 10, 2015.

Respectfully,



Timothy J. Murphy